



VIRGINIA OFFICE FOR SUBSTANCE ABUSE PREVENTION COLLABORATIVE

Thursday, May 20, 2021 - 9:00am – 11:00am

VOSAP Collaborative Member Agency representatives in attendance:

Abby Pendleton, Virginia ABC

Brianna Bonat, Virginia ABC

Sandra Pratt, Community Coalitions of Virginia (CCoVA)

Cristi Cousins, Mothers Against Drunk Driving (MADD)

Liz Payne, Department of Education (DOE)

Henry Harper, Virginia Foundation for Healthy Youth (VFHY)

Gail Taylor, Virginia Department of Behavioral Health and Developmental Services (DBHDS)

Betsy Bell, Virginia Department of Criminal Justice Services (DCJS)

Greg Hopkins, DCJS

Stephen Wade, Department of Social Services (DSS)

Yamilet Santiago, DSS

Also in attendance:

Anect Rivas, Drug Enforcement Administration (DEA)

Larisa McLennon, DEA

Elizabeth Gerndt, Counter Tools

VOSAP Collaborative Member Agencies not in attendance:

Department of Health (VDH)

Department of Juvenile Justice (DJJ)

Department of Motor Vehicles (DMV)

Virginia State Police (VSP)

Virginia National Guard (VANG)

Welcome and Introductions:

The meeting was called to order at 9:05 a.m. The November 19, 2020 meeting minutes were unanimously approved.

Program

The Drug Enforcement Administration

The **Drug Enforcement Administration (DEA) Education and Prevention** Washington Division Office Diversion Outreach Coordinator, **Anect Rivas**, and Community Outreach Specialist, **Larisa McLennon**, presented on the substance use prevention initiatives, tools and resources the DEA provides to communities to support drug use prevention.

The mission of the DEA is to enforce the controlled substances laws and regulations of the United States through enforcement, regulation and monitoring of prescription drugs and medications and drug prevention initiatives.

Digital resources are available for practitioners, parents, youth, law enforcement and the public. Monthly, the DEA hosts Lunch and Learn sessions for health care professionals on the regulations and procedures for dispensing and distributing controlled substances to reduce drug overdoses and death.

The following resources provided by the DEA target specific age groups and provide substance use prevention tools and resources for each audience.

- **Campusdrugprevention.gov** – a resource to prevent drug abuse among college students. This site is for professionals on college campuses to utilize to provide information about college substance misuse, ways to help a student struggling with substance use and facts about drugs on college campuses.
- **Justthinktwice.com** – provides teens with basic drug facts and statistics, consequences of drug addiction and stories about addiction and substance use disorder. Additionally, there are lesson plans available to be implemented with students in grades 9 – 12.
- **Getsmartaboutdrugs.com** – a resource for parents, educators and caregivers providing current news items, trending topics, publications and links to websites and resources that focus on alcohol, tobacco and other drug basics. The New Drugs of Abuse resource guide that describe the drugs affects on the body and brain.
- **Red Ribbon Week** – a uniform way for communities nationwide to take a stand against drugs and drug use through an awareness campaign each October. Various activities have been established for students to participate in throughout the week to bring awareness to drug use prevention efforts.
- **Operationprevention.com** – a partnership with discovery education to combat drug misuse by integrating in the classroom, at home and in the workplace through virtual classrooms and field trips, parent and teachers toolkit, video challenges and employee modules.

Anect and Larisa are available to present to organizations regarding available resources as well as additional drug related topics customized to specific audiences.

Counter Tools

Elizabeth Gerndt, MPH, is the **Counter Tools** Project Director for Virginia. She works in partnership with DBHDS to provide alcohol and tobacco retail outlet data for the commonwealth.

Counter Tools is a non-profit organization that envisions a nation where healthy living is equitable across communities and every person has access to healthful choices. Their diversity, equity and inclusion stance to empower and equip communities with the resources, knowledge and understanding necessary to combat racism, health disparities, and inequality supports this vision. Counter Tools works with partners to advance place-based public health and health equity through policy, systems and environmental changes.

In partnership with DBHDS, Counter Tools provides a Store Mapper tool that visually maps **tobacco retailers** and **alcohol retailers** in Virginia. Virginia ABC provided data for alcohol retail locations and with the help of Community Service Boards (CSBs), Counter Tools collected tobacco retail locations through ongoing local assessments to include compliance checks. This assessment provides data to the Point-of-Sale Toolkit which builds out the Store Mapper.

Through the Store Mapper tool, the following layers can be manipulated for varying pieces of data.

- Retailer Locations
Alcohol information provided by Virginia ABC and excludes fulfillment centers. Tobacco information is provided through the help of CSBs by physically surveilling localities for new and closed tobacco retailers.
- Geographic boundaries
The map can be set to specifically look at multiple geographic variations to include counties, cities, CSB catchment areas or the entire state. It can also be manipulated to compare towns within a county/city or county/city to another county/city.
- Sociodemographic data
 - Demographic information including race and income level can be identified on the map and can help identify health disparities.
- Compliance checks
 - Tobacco compliance check ratings can be found on the map for tobacco retailers.
- Post assessment data
 - Additional assessment information can be found for tobacco retailers including product availability (kinds of products) and pricing.

Store Mapper Capabilities

- Data Visualization provides information on where retailers are located, their proximity to schools and parks as well as variation in neighborhood demographics such as race, age and median income.
- Data Analysis can be done to show retailer diversity as well as comparisons of towns within a city/county to the city/county as a whole or to another town within the same city/county. Additionally, two cities/counties can be compared to one another.
- A retail density ratio can be provided of the number of retailers per 1,000 people at a state or local level. The density ranking by city/county across the state is also provided.
- There are multiple report generation capabilities. You can generate reports for areas of interest, a side-by-side comparison of two data sets and an overview of data across the state. A full data set can be downloaded for the whole state or a set city/county.

News and Updates

Doug Perry is retiring from the Virginia National Guard and SSG Wayne Graves will be his replacement on VOSAP. Sandra Pratt is the new Coalition Coordinator for Community Coalitions of Virginia and will be the main point of contact for CCoVA.

Governor Northam's Opioid and Addiction Initiatives, General Assembly and Other Substance Use Prevention Initiatives Update:

Currently, initiatives are more focused on treatment in order to prevent death and medically assisted treatment to help individuals who are in recovery.

DBHDS News and Updates:

DBHDS has received \$10,900,000 in additional funding from the Substance Abuse and Mental Health Services Administration (SAMHSA) and over \$8,000,000 from the American Rescue Act for prevention. The majority of this funding is being allocated to CSBs and localities to fulfill local needs assessment strategies. Most of the funding is allocated to alcohol and tobacco prevention; however, there is flexibility with spending.

With the legalization of recreational marijuana use, DBHDS will be hiring a fulltime marijuana

coordinator. Additionally, DBHDS will be hiring a full Adverse Childhood Experiences Coordinator. Recently, DBHDS hired a Gambling Prevention Coordinator.

Virginia received the Community Anti-Drug Coalitions of America (CADCA) State Award for Excellence in coalition development.

DBHDS has increased over the counter drug prevention advertisements and messaging as a result of an increase in overdoses throughout the COVID-19 pandemic.

DSS News and Updates:

In partnership with VCU Rams in Recovery, DSS is releasing a substance use disorder ally training hub with materials, videos and resources.

DSS continues efforts on engaging peer recovery specialists in policy work and the lived experience committee within localities. Additional data work around substance use disorder and individuals with SNAP/TANF benefits is being done. Related to child welfare, DSS is supporting families to reduce the number of child removals that occur when substance use is involved.

DCJS News and Updates:

DCJS has been awarded a \$2,000,000 grant for mental health services awareness. A modular training program for school personnel that involve substance use awareness, intervention and prevention for youth will be developed and shared with schools in the near future.

There are currently eight localities that have been trained through Handle with Care (a trauma informed care training system for school law enforcement) with an additional four currently in training. The goal is to have 75 percent of the localities in Virginia participate in the next three years.

DCJS continues to offer a variety of trainings virtually for law enforcement. Sessions from the most recent conference are available online.

VFHY News and Updates:

VFHY will be receiving funds for marketing prevention messages for youth marijuana use and worked on the marijuana legalization efforts by providing information about the impacts marijuana has on youth.

Data is being finalized regarding the most recent Virginia Youth Survey and the report will include which different segments of youth are using which products related to alcohol, tobacco and other drugs.

VFHY continues to offer the free “Empower” training series. Upcoming webinars are:
June 1 – Food Marketing and the Impact of Product Placement on Childhood Obesity
June 14 – How to Make Tobacco an Issue in Priority Populations

A full list of trainings can be found here: <https://www.vfhy.org/events>

In partnership with DBHDS, VFHY will be presenting a virtual summit, “Enhancing Care for Transgender and Gender Diverse Youth” on June 21.

DOE News and Updates:

The curriculum guidelines on the safe use of prescription drugs are nearing the end of the approval process and will go to the Virginia Board of Education for final approval.

Virginia ABC News and Updates:

Enrollment for the 2021 Youth Alcohol and Drug Abuse Prevention Project (YADAPP) Kick-Off Conference closes on June 1. Enrollment is \$125 for a Team of four students and one Adult Sponsor.

The 2021 – 2022 Alcohol Education and Prevention Grant partners are: Averett University, East End Renaissance Center, Hampton Newport News CSB, Hampton University, Henrico Too Smart 2 Start coalition, Inkwell Ventures (RVA Magazine), Marymount University, Planning District 1, Randolph Macon College, Substance Abuse Prevention Coalition of Alexandria

Virginia ABC has recently completed a needs assessment focusing on youth and parent substance use prevention. The needs assessment included a survey of parents, K-12 teachers, administrators, school resources officers, school counselors and other staff as well as community and state prevention partners. Additionally, focus groups were conducted to gather further information. Results of the survey and focus groups paired with a SWOT (strengths, weaknesses, opportunities and threats) Analysis will guide Virginia ABC's decision making on youth and parent substance use prevention programs and resources for the next three years.

Virginia ABC's Central Office move to Hanover County will be complete this summer.

VOSAP Updates

The next meeting will be on August 19, 2021 virtually on Microsoft Teams. During the August meeting the collaborative will further discuss the opportunity for meeting in-person in accordance with local, state and federal social distancing guidelines. The VOSAP Facilitator requests feedback on a quarterly meeting start time of 10:00 AM rather than 9:00 AM. A decision for time will be communicated via email.

VOSAP member agencies' and organizations' annual report submissions are due July 16, 2021 via the Survey Monkey link provided via email. If there are any questions regarding annual report submissions, please contact Abby Pendleton.

The meeting adjourned at 10:40am.

Respectfully submitted,

Abby Pendleton
VOSAP Facilitator
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